



European Commission
Agriculture and Rural Development



Contact details

European Commission's Audiovisual services:
http://ec.europa.eu/avservices/home/index_en.cfm.

Organic farming website of the European Commission:
www.organic-farming.europa.eu

ORGANIC FARMING

A GUIDE FOR STAKEHOLDERS,
FARMERS, PROCESSORS
AND DISTRIBUTERS

**GOOD FOR NATURE,
GOOD FOR YOU.**

www.organic-farming.europa.eu





Organic Farming. Good for nature, good for you.

Dear readers,

We are witnessing an evolution in the way the public and consumers in particular view organic food and farming. In Europe, the general focus has shifted to an increased awareness of the protection of our natural resources, biodiversity and animal welfare. And it does not stop there. Economic development in rural communities, food quality and production methods in the food sector have also become leading topics in the public sphere.

The many solutions that organic farming and production offer to today's complex problems are being increasingly recognised, as demonstrated by the considerable growth of the sector in recent years. Most noteworthy is the rising number of organic operators – a group that includes farmers, producers, processors and importers.

To support and further promote this development, the European Commission launched a promotional campaign for organic farming and production on July 25th 2008. The slogan for the campaign, “Organic Farming. Good for nature, good for you.”, was chosen in order to convey the benefits for both the environment and the consumer in simple yet effective wording.

The campaign aims to inform consumers about all aspects of organic products and their production and to increase consumer confidence in organic products, while also encouraging conventional farmers to convert to organic farming. In addition, there is a comprehensive package of tools for organic stakeholders that can be used freely, in your own active promotion of organic farming and production.

This brochure will guide you through the different elements of the campaign and provide you with the information necessary to get you started. Finally, it is my sincere hope that after reading this, you will join us in promoting “Organic Farming. Good for nature, good for you.”

Dacian Cioloș



Information about Organic Farming

Respect for the environment and the health of the soil has always been a priority for organic farmers and is of crucial importance for us all. Thus organic farming favours renewable resources and recycling. Furthermore, when raising livestock, organic farming requires a particular concern for animal health and welfare as well as a strictly regulated use of feed.

Organic farming also respects the environment's own natural methods for controlling pests and diseases when growing crops and raising livestock by prohibiting or restricting the use of chemical-synthetic pesticides, chemical fertilisers, growth hormones, antibiotics and genetic modifications. Instead, organic farmers use a range of other techniques that help sustain ecosystems and reduce pollution.

Organic farming in Europe today

“Europe has the largest and most sophisticated market for organic products in the world. High market growth rates are causing many sectors to suffer from undersupply with imports meeting the shortfall in regional supply,” stated a 2006 report of the Organic Monitor¹. Organic farming and production has indeed experienced considerable growth in the recent past, including an increasing number of organic operators – a group that includes farmers, producers, processors and importers. In 2005, there were a total of 182,305 of these operators in the EU-25, which corresponds to a 13.4 % increase from 2004.

In the past few years, the organic retail market experienced strong growth – between 5 and 30 % – in most European countries.

The European Commission backed this promising trend by publishing the European Action Plan for Organic Food and Farming in June 2004. The plan sets out a range of policy measures to support the development of the organic sector in order to meet consumer demand in a market-oriented way and to secure public goods such as environmental protection and animal welfare. The measures included a revision of the organic regulations for defining organic food, support for organic farming through the rural development programme and a promotional campaign aimed at consumers.

In July 2007, the European Commission approved a new organic regulation to clarify the standards for organic production and labelling, including the mandatory use of the EU organic logo for European producers to be applied starting 1 July 2010. This logo can be accompanied by national or private logos. From 1 July 2010 the products' place of origin must also be indicated in order to inform consumers.

¹ Organic Monitor, “The European Market For Organic Food & Drink” November 2006: UK



The Advantages of Organic Farming and Production for Farmers

Farming is a demanding vocation, with unique economic and practical challenges that are specific to the sector. The overall positive trends in organic farming, especially the continually rising consumer demand, offer many new possibilities for farmers.

Organic farms are, in general, more labour intensive and require a high level of skilled personnel. This not only contributes to rural employment, it also raises the level of professionalism and encourages the development of specialised skill sets for farm employees.

Organic farming requires the use of environmentally sustainable practises and respect for our natural resources. In general, farmers should consider the effect of their activities on the future and the effect of their methods on the environment.

The market price for organic products is considerably higher, as consumers are willing to pay for food quality, animal welfare and environmental protection.

With a growing desire to know the progression of their food “from farm to fork”, many consumers are starting to develop relationships with “their” organic farm. As a result, many organic farms sell directly through box schemes, farmers’ markets and farm shops, or even offer tourist-oriented programmes on their farms. Such measures can help to keep small farms in business that would otherwise not be able to cope with intensifying global competition.

How to get certified

The production and labelling of organic products within the EU’s market follows a strict certification process.

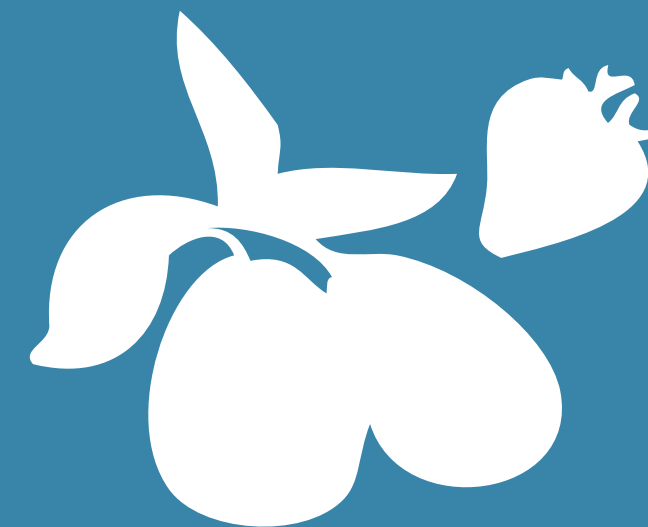
Farmers must first register with an acknowledged inspection body or authority in their country and according to an agreed conversion plan undergo a conversion period of a minimum of two years before they can begin producing agricultural field crops that can be marketed as organic. During this time, the farm is said to be ‘in-conversion’. If farmers wish to produce both conventional and organic products, they must clearly separate these two operations throughout every stage of production.

Both farmers and processors must at all times respect the standards and rules laid down by the EU Regulation. They must be subject to inspections by acknowledged inspection bodies or authorities to ensure their compliance with organic legislation.

Successful operators are then granted organic certification and are allowed to have their goods labelled as organic.

Financial aid

Many Member States have implemented different measures to encourage farmers to convert to organic farming. Most of them are co-financed by the EU Commission as rural development measures, for example the agri-environmental measures introduced during the CAP reform in 1992.



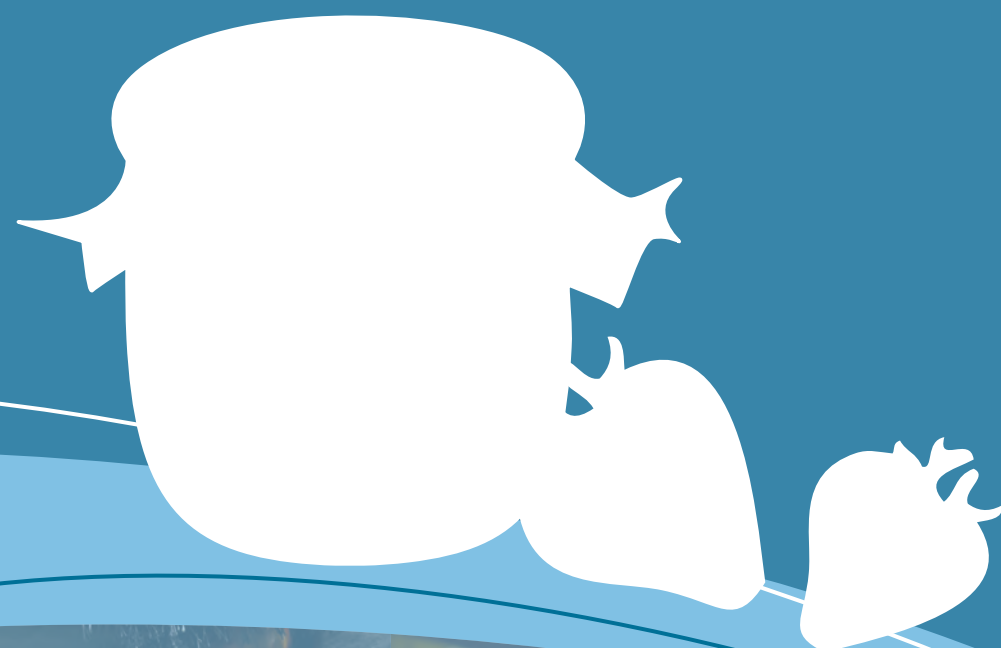
Some of the measures can provide financial compensation to farmers for any losses incurred during the conversion period and some others can provide compensation for lower harvests on organic area.

Organic farmers may also be entitled to agri-environmental premiums, since organic farming is recognised as a particular farming system that benefits the environment.

In addition, organic farming can be supported through investment aid in the area of primary production, processing and marketing. The development of new products, production techniques and machinery; new forms of working together with research, consumers, institutions, companies, processors and distributors; new markets (national and international), export strategies and information campaigns can all be supported in the scope of national rural development plans.

For the promotion of organic farming, professional organisations can also apply for co-financing of promotional measures on the internal market and in third countries within the scope of EU Regulation 3/2008 and 501/2008.

For more information: Please contact the implementing financial support and/or aid agency in your country.





About the new Promotional Organic Farming Campaign

The Advantages of Organic Farming, Production and Distribution for Processors, Wholesale Trade and Retailers

Organic farmers as well as the processing sector must follow specific legal requirements, if their products are to be labelled as organic and are to carry the EU organic logo or private logos. Part of the certification procedure is a standard inspection process to ensure that the organic products were produced in an ethical way that respects nature. Thus the consumer can be confident of the stages that the products have gone through from “farm to fork”. The organic labelling based on certified standards provides trustworthy guidance and enables consumers to make informed choices when considering the rich selection at the supermarket. The future obligatory use of the EU organic logo will even enhance consumer recognition.

Organic products are riding a constantly rising wave of consumer demand. This fact alone asserts the advantages for processors, wholesale traders and retailers to include organic products in their assortment of goods.

Regional products are also getting more and more popular as consumers become increasingly aware of the direct connection between rising local sales and positive rural development as well as of the problems of transporting foodstuffs over long distances. The combination of organic, regional and traditional offers considerable sales potential that has yet to be fully exploited. In short, the overall trend towards organic food and products is a chance for processors, wholesale traders and retailers to be part of a growing market.

The Europe-wide promotional campaign “Organic farming. Good for nature, good for you.” was launched within the framework of the European Action Plan for Organic Food and Farming {SEC (2004) 739}. This action plan sets out 21 initiatives for developing the organic food market and improving standards by enhancing efficiency and transparency, thereby increasing consumer confidence.

The main goal of the campaign is to promote the advantages of organic farming and production to stakeholders in organic farming as well as to the general public. The slogan “Organic Farming. Good for nature, good for you.” was specifically designed to serve the interests of organic operators within the EU.

The unique characteristic of the campaign is its umbrella-style approach, which allows interested parties and stakeholders to become part of the campaign and enables them to actively promote organic farming.

The European Commission created the campaign in cooperation with the National Experts Group for the promotion of organic agriculture. The Experts Group includes representatives from national ministries for agriculture as well as national and international associations working with organic farming and production. This group of national experts is meeting on a regular basis throughout the span of the campaign.

The main elements of the Organic Farming Campaign include a new multilingual website for organic farming, an embedded tool box with marketing materials in 22 languages and promotional activities at selected fairs and other events by the European Commission.

www.organic-farming.europa.eu





Organic farming

Good for nature, good for you.

European Commission » ... » Organic Farming » Animal welfare



- HOME
- ORGANIC FARMING
- ENVIRONMENT
- ANIMAL WELFARE**
 - Feed
 - Husbandry
 - Health
- CONSUMER CONFIDENCE
- SOCIETY AND ECONOMY
- THE FARM (KIDS' CORNER)
- EU POLICY
- DOWNLOAD INFORMATION
- NEWS

Animal welfare

Modern consumers generally expect that animals used in food production are provided with the same things – as human beings – regard as necessities: good food, good living conditions and good health. As with different methods of production, organic farming employs some unique and carefully tailored approaches to achieve these key goals.



Visit the **feed** section to find out what organically farmed animals are fed and how this benefits the production of organic meat and other animal products.

[read on](#)



The **husbandry** section explains how organic farmers work to improve the living conditions of their organic animals – for example, by providing adequate bedding and housing, and by avoiding the use of certain practices such as cages and tethering.



The **health** section explains what organic farmers do to maintain animal health and welfare without relying on synthetic inputs.

[read on](#)

Site search

Your keyword(s)

How to become Part of the Campaign

The centrepiece: The new organic farming website

The centrepiece and main platform of the Organic Farming Campaign is the new website www.organic-farming.europa.eu, accessible in 22 languages. It features extensive information on organic farming, production and other aspects of organic agriculture for a range of different target groups. The website also features a selection of marketing materials – from print to audiovisual elements – that are available free of charge and specifically designed to support stakeholders in their own campaigns and work for organic production.

The website gives an extensive insight into the organic farming world, covering sections on the new EU regulation, organic farming in general, environmental aspects, animal welfare and consumer confidence – in an easy to understand, yet informative manner. It also features a contact list for the organic farming network throughout Europe to help farmers, producers and stakeholders find relevant national institutions and assistance for their businesses or partners for cooperation.

The main challenge of the website is to reach very different demographic groups, ranging from farmers, teachers, retailers and producers to students and children. Sections such as the Kids' Corner or the targeted toolbox packages thus facilitate users' access to material relevant to them by offering specially-tailored packages that can be quickly and easily downloaded.



Ready for Promotion – The Toolbox

The campaign “Organic Farming. Good for nature, good for you.” uses an umbrella approach and is designed in an “open” manner so that stakeholders can proactively engage in the promotion of organic farming. For that reason, the new website for organic farming features a toolbox that offers a comprehensive set of tools for the promotion of organic farming.

The marketing materials in the toolbox are available in 22 European languages and were designed for use in all European Member States. The print materials feature the EU’s current, official organic logo and allows for co-branding by providing a space for the respective national logo. Naturally, all marketing materials are offered free of charge to professionals and stakeholders throughout the entire food and farming sector in order to promote organic production and farming.

The toolbox on the organic farming website includes:

Key messages and slogans

A set of fourteen key messages that communicate the campaign’s objectives in a clear and concise manner form the basis of the campaign. They convey the most important messages concerning the following five areas: environmental protection, animal welfare, consumer confidence, the economy and professionalism.

Print marketing material

The print marketing material is available for download, free of charge, and includes brochures, posters, banners, adverts, leaflets and product cards. All material is available in 22 languages in both print-quality and low resolution formats. The four brochures include a shopping guide, a recipe book, a comic book for children and a brochure on the new EU Regulation for organic farming.

Audiovisual material

The toolbox also features TV spots, radio spots and TV footage. The TV material is available in medium and broadcast versions, whereas the radio spots are only available in medium quality. The broadcast versions are always linked to the European Commission’s Audiovisual Services and can be ordered directly from there (see link below). All material is accompanied by a transcript.

Photo database

The photo database features photographs related to organic farming that can be easily downloaded and used to promote organic farming. All pictures are available in high and low resolution and are rights-free for use throughout the EU.



How to download the Material

Information packages and direct access

To allow for faster access to a specialised set of marketing material, the functions “Information packages” and “Direct access” feature a condensed package of target group specific material.

Order form

To download most of the marketing material, the user simply selects the respective print material or footage and adds it to the order form, which acts like an online shopping basket. After agreeing to the terms of use, the material can be downloaded for free.

Terms of Use

All of the content of the toolbox is the property of the European Commission, but may be used free of charge for the generation of promotional material concerning the promotion of organic food and farming in the European Union. National, regional or private organic farming logos may be added to the material, but the contents may not be altered in any other way. The material may not be used to promote brands or anything not related to organic food and farming. Any abusive use of this material may be prosecuted.

Use of the Marketing Material

The following are just a few examples illustrating the possibilities of how stakeholders can use the promotional material of the “Organic Farming. Good for nature, good for you.” campaign.

The retailer – In-store tasting of organic food, including promotion

A very effective marketing measure for retailers is in-store tasting. Not only do shoppers have the chance to learn about the retailer’s newest products, but they can also be directly reached and supplied with personalised answers to their specific questions. When promoting a new organic product, a number of elements from the toolbox can be employed.

A selection of banners and posters can be used to decorate the tasting stand, while the recipe book and shopping guide allow the customer to take informative, yet practical, brochures home with them. Both brochures can motivate the consumer to learn about organic products and the many ways to enjoy them. Encouraging the consumer’s sustained interest in organic products and using a direct, personal approach through tastings, could lead to increased customer loyalty and repeat visits to the shop.

The Organic Farmer – Open day at the organic farm

Many consumers have already changed their shopping behaviour and would like to know more about the farm where their organic food comes from. Open days at the local organic farm are the perfect opportunity for customers to understand more about their local organic farmer and his or her farm and products.

An open day could consist of an information stand on the techniques employed on the farm and the basic principles of organic farming in general. Again, posters and banners from the toolbox could be used for decoration, the brochure on the new EU Regulation and the recipe book could be distributed.

